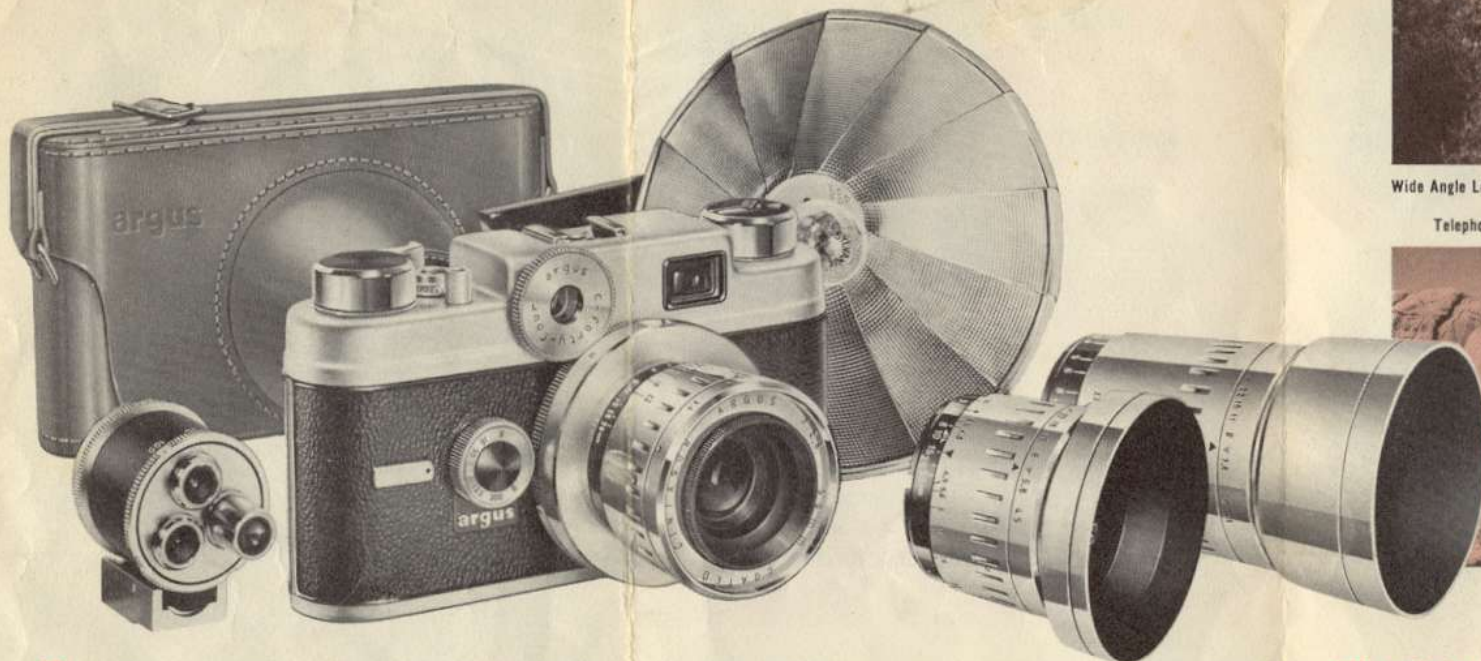


## The new Argus C-44—always ready—always right



■ Meet the camera you'll never outgrow! The C-44 is your first step in a versatile system of 35mm photography. This is the camera that will keep up with your increasing photographic ability.

For instance, in its price range, only the C-44 has instant lens interchangeability! Whether you plan to use accessory lenses now or in the distant future, you owe it to yourself to be able to change lenses for picture perfection.

From your very first roll you'll take wonderful pictures with the C-44. The new C-44 coupled exposure meter reduces settings to one simple step, and assures perfect results. The large "picture-window" combination rangefinder-viewfinder provides smooth, precise focusing and accurate composition. The fast shutter has speeds to 1/300th of a second to freeze action, and the precision-ground C-44 lenses produce color-perfect, needle-sharp picture results.

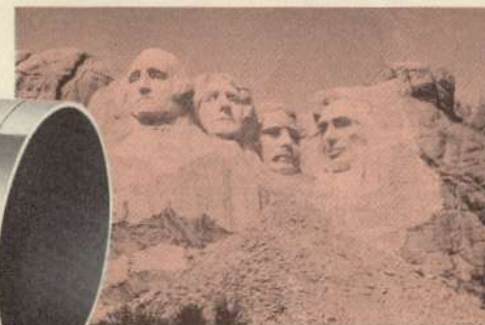
Argus C-44 Camera only, with f:2.8 lens,	\$99.95
with f:1.9 lens,	\$129.95
genuine saddle leather Carrying Case,	\$12.50
Folding Flash Unit,	\$9.95
Coupled Exposure Meter,	\$19.95
saddle leather Carrying Case,	\$2.95
Carrying Case for camera with coupled meter,	\$14.50
35mm Wide Angle f:4.5 Cintagon Lens,	\$56.50
saddle leather Carrying Case,	\$4.95
100mm Telephoto f:3.5 Cintagon Lens,	\$59.50
saddle leather Carrying Case,	\$4.95
Turret Viewfinder,	\$24.95
Carrying Case,	\$2.95

*Tripod*



Wide Angle Lens covers 87% more picture area—for broad scenic views.

Telephoto Lens cuts distance in half—for close-ups from far away.



### The right lens is ready in a moment.

No matter what the photographic challenge, you'll be ready in an instant with the lightning-fast lens interchangeability of the C-44 bayonet-type mount. In seconds you replace the regular 50mm lens with either the 100mm telephoto or the 35mm wide angle lens, and each focuses precisely with the regular coupled rangefinder! The new turret viewfinder slips into the camera accessory shoe. By quickly setting the turret, you match your field of view exactly with the scene covered by the lens you want to use.



-- with new  
coupled  
exposure  
meter  
magic



Exposure calculations and confusion are gone forever with the new C-44 coupled meter attached to the camera. You merely aim at the subject . . . set the lens to the f:stop indicated by the meter . . . and shoot!

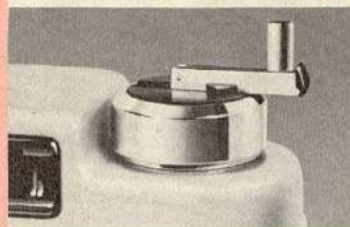
This unique exposure meter is coupled directly to the shutter speed dial on the camera. Desired shutter speed is set on the meter, which automatically sets the shutter. Proper exposure setting for each picture merely requires a glance at the meter needle and one-step setting of the proper f:stop.

*every detail is planned for  
better pictures*

Lens openings on all C-44 lenses are marked by "click stops" to make setting easier, and to assure against error. An engraved depth-of-field scale shows at a glance the range of sharpness for each picture. Fast filter changes are easy with the built-in retainer-sunshade, which requires no adapter rings. The folding flash unit slips into pocket or purse without a bulge, uses regular or midget bulbs without an adapter, and even includes a "test" light to check bulb, battery and connections.

with new  
rapid  
wind  
rapid  
rewind

*you are  
always ready  
for action*



Here are two more C-44 features that add to your ability to be ready in an instant for every picture opportunity.

The rapid wind lever is always in position for a quick flip of the thumb. Two strokes and the film is advanced . . . shutter rewind . . . camera ready for the next picture!

At the end of the roll, you'll wind the film back in moments by turning the convenient rewind crank in one smooth, continuous action. The crank stores inside the rewind knob.

All Argus products are guaranteed for life.

**argus** argus cameras, ann arbor, michigan  
division of sylvania electric products inc.

C44-LIT-5810-171  
LITHO IN U.S.A.

Prices shown are suggested retail prices including federal tax, and are subject to change without notice.

**argus**  
**C-44**

*Model R the fine  
camera  
with a  
talent  
for fine  
photography*

